Fall curriculum for Congress and the FCC
RTNDA converges on New Orleans

Broadcasting Sep 7

The News Magazine of the Fifth Estate □ Vol. 101 No. 10 50th Year □ 1981

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LEADING THE WAY TO THE FUTURE FOR 58 YEARS

1923

Free, over-the-air, advertiser-supported radio.

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1981

Leading the way toward free, over-the-air, advertiser-supported, broadcaster-involved Direct Broadcast Satellite.*

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UNITED STATES SATELLITE BROADCASTING COMPANY, INC.

For full information, contact: Robert C. Fransen, Vice President, United States Satellite Broadcasting Company, 3415 University Avenue, St. Paul, Minnesota 55114 612-642-4468

*Pending FCC approval

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The First 50 Years Of Broadcasting

1977

The Week in Brief

TOP OF THE WEEK

REVVING UP IN WASHINGTON ☐ Congress returns Wednesday to face full agenda that includes bills on broadcast deregulation, license fees, common carriers, cable TV and performer royalties. **PAGE 31.** FCC will be no less busy this fall with calendar that includes teletext standards, channel 6 interference and AM stereo. **PAGE 35.**

MAN FROM ALBUQUERQUE ☐ Henry Rivera, first Hispanic to be appointed to FCC, is settling in. He's pulling together his staff and boning up on issues. He's studying past for background, but plans to keep mind open on future. **PAGE 32.**

HEFTEL DRAWS LINE ☐ Congressman-broadcaster's keynote speech to NRBA convention next week will emphasize how radio differs from TV and should be so regulated. **PAGE 36.**

HELP FROM GANNETT ☐ Company plans to start broadcast news service for PBS outlets in October. **PAGE 36.**

JOURNALISM

RTNDA SET FOR NEW ORLEANS ☐ Some 1,000 broadcast journalists and more than 450 exhibitors will be in New Orleans this week for 30th annual convention. Here's advance look at agenda. **PAGE 37.** RTNDA radio members feel there's revival in news for their medium, spurred by better equipment, new networks and increased competition. **PAGE 43.** Association TV members also assess new technologies, current issues and their concerns for future. **PAGE 46.** Listing of New Orleans exhibitors begins on **PAGE 48.**

PROGRAMING

CBN CABLE EXPANDS ☐ Satellite arm of Christian Broadcasting Network starts 24-hour programing service next week. **PAGE 66.**

TECHNOLOGY

TELETEXT FOR COMMERCIAL TV ☐ Field subsidiary starts Nite Owl news service that uses entire television channel of WFLD-TV Chicago and is visible on all sets. **PAGE 70.**

ELECTRONIC PUBLISHING DISCOURSE ☐ Specialists on telecommunications from Carter and Reagan regimes look at teletext and videotext and suggest new regulatory definitions. **PAGE 72.**

BUSINESS

TURNER'S LATEST MOVES ☐ Analysts think he will survive despite CNN and sports losses as well as heavy costs for CNN Two, radio network and heavy promotion. **PAGE 76.**

LAW & REGULATION

NBMC'S MANY TARGETS ☐ In largest such filing in years, coalition and affiliated group ask license renewals be denied 20 stations in Maryland, District of Columbia and Virginia because of EEO and reporting violations. Also sought are fines for 45 other outlets across nation. **PAGE 83.** But closer than expected relationship develops between NBMC and new FCC Chairman Mark Fowler. **PAGE 84.**

1977

THE 'BROADCASTING' YEARS ☐ Jimmy Carter took over in Washington and installed a cadre of regulators that included Charles Ferris as FCC chairman and Michael Pertschuk as FTC chairman. Lionel Van Deerlin's first attempts to reshape the Communications Act drew mixed reactions. And the courts dealt setbacks to the FCC in crossownership, decency guidelines and pay-cable rules. **PAGE 91.**

PROFILE

LONG WAY HOME ☐ A three-month trial in 1967 with *On the Road* became a roundabout 13-year trip back to CBS headquarters for Charles Kuralt. And now, as an anchor, he continues to impart that light touch of his nomadic days. **PAGE 119.**

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Index to advertisers ■ ABC Radio Enterprises 6, 62-63 ☐ Aetna 28-29 ☐ American Chiropractic Association 89 ☐ American Educational TV Network 77 ☐ American Petroleum Institute 117 ☐ Ampex 64-65 ☐ Associated Press 15 ☐ Blackburn & Co. 80 ☐ Blair Television 75 ☐ Broadcast Electronics 60 ☐ Central Dynamics 73 ☐ ColorGraphics 40-41 ☐ Continental Electronics 50, 78 ☐ Doubleday Broadcasting 124 ☐ Eastman Kodak 79 ☐ Edison Electric 87 ☐ Fetzer Stations 30 ☐ Gammon, Canfield & Ninowski 95 ☐ Group W Productions 52-53 ☐ Hayes Productions 61 ☐ Home Theater Network 76 ☐ KSTP Front Cover ☐ King World 66, 68, 70 ☐ Lederle Labs 88 ☐ Lotus Reps 19 ☐ MGM-TV 12-13 ☐ Jack Masla & Co. 4 ☐ Mobil 21 ☐ George Moore & Assocs. 96 ☐ More Music Programing 72 ☐ Multimedia Program Productions 55 ☐ Mutual Broadcasting System 67 ☐ O'Connor Productions 71 ☐ Petry Television 23-26 ☐ RCA 49 ☐ RKO General TV 47 ☐ RKO Radio Inside Back Cover ☐ Research Group 9 ☐ Cecil L. Richards 81 ☐ SIN 90 ☐ St. Joe Lead 69 ☐ Sherwood, Hennes & Associates 15 ☐ Sony 56-57 ☐ Studio Center 84 ☐ TM Programming 10, 18, 39 ☐ TV Guide 74 ☐ Tandem 11 ☐ William B. Tanner 20 ☐ Telepictures Inside Front Cover/Page 3 ☐ Thermius Inc. 83 ☐ 20th Century-Fox TV 51, 59 ☐ Viacom 16-17 ☐ WCCO-TV 42 ☐ WDTN-TV 54 ☐ WPIX-TV 44-45 ☐ Xerox 65 ☐ Youngs, Walker & Co. 8 ☐

starring Jack Benny, Burns & Allen and Ozzie and Harriet.

The CBN Satellite feed will provide a foot in the cable door for the Independent News Network. According to CBN, it has worked out a special arrangement under which the INN half-hour noon news broadcast will be carried on the CBN cable network.

Also promised within the "all-family entertainment" package are programs especially targeted to women and children. And scheduled for 1982 cablecast is a 13-part documentary series featuring Efram Zimbalist Jr. titled *XPose*. It will focus on pornography, based on the proposition that "pornography hurts people."

The package is designed as a basic cable service, and is available free to cable systems over Satcom I. CBN has already run up a subscriber base of 9 million homes with a schedule of "ministerial" programs that will disappear to make room for the new package. With its new service, CBN hopes to reach the 12 million subscriber threshold for Nielsen measurement by January.

Some advertisers have already come on board. Richardson Vicks has signed a four-year deal and Oscar Meyer is set for participating sponsorship of a women's program, *Keeping Time*. The network says other advertisers have expressed interest in making deals and were just waiting for the announcement of the schedule.

Paul Strassels has the answers

THE AUDIT "HOT SPOTS" HAVE CHANGED FOR 1982. WHAT ARE THEY?

THE PAUL STRASSELS TAX REPORT

KING WORLD PRODUCTIONS
(201) 522-0100

PlayBack

Candidate for future. Parkway Productions, syndicator of fine arts programing to over 300 radio stations, has joined *U.S. News and World Report* in creating new firm, Parkway Communications Corp. Neil Currie, president of Bethesda, Md.-based Parkway Productions, will preside over new company, which he says will "further develop current programing and marketing operations . . . and capitalize on new technologies, including plans for satellite transmission of programing." New firm is financed by U.S. News Investment Corp. and is "opportunity to extend our operations beyond print," according to John H. Sweet, U.S. News chairman. Headquartered in Washington, U.S. News also owns weekly newsletter, monthly business report, book division and interests in electronic publishing services.

□

Crain programing. Crain Communications Inc. has announced formation of radio news service, available through Crain Broadcasting Co., which will produce and syndicate business and consumer-oriented programing tailored to advertisers' needs. Programs vary in length, from one to several minutes, and each program segment will feature two or more positions for insertion of spots. Since four different shows will be offered, there is "possibility of many different stations getting different services from Crain Broadcasting," says broadcasting consultant Donn Pearlman. Program packages will be sold in cash only, he says, and so far two major networks (to be announced later) have considered purchases. Crain also plans to syndicate shows to individual stations. Crain Communications Inc., founded in 1916, publishes 16 business and consumer magazines.

□

Country switch. WFIL Philadelphia AM contemporary station, introduced country format Sept. 4. Co-owned WUSL(FM) uses "continuous country" approach that differs from WFIL's new personality and promotion style, according to program director, Dean Tyler.

□

Branching out. NBS Radio of New York, producer of programs and commercials for radio, has opened Hollywood studio at 1220 North Highland Avenue. According to spokesman, 6,200-square-feet plant will allow firm to double current production capacity.

Ratings Roundup

CBS-TV claimed its 15th consecutive prime-time win with the week ended Aug. 30—averaging a 14.8 rating and 26 share to ABC-TV's 14.6/26 and NBC-TV's 13.1/23.

If it hadn't been for a first-run *CBS Reports: The Best Little Statehouse in Texas*, the network's win would have been by a larger margin. The CBS look into the Texas legislature earned a meager 4.5 rating and 8 share, the lowest *CBS Reports* numbers in recent memory. Against the documentary, repeats of NBC's *Real People* and ABC's *Greatest American Hero* scored 18.5/34 and 14.8/27 respectively.

Outside prime time, CBS News also suffered, with the *CBS Evening News with Dan Rather* falling from its usual place at the top of the early-evening scorecard. ABC boasted its 11.7/25 score (to CBS's 11.2/24 and NBC's 10.9/23) as "the second time in the last seven weeks" that "ABC's *World News Tonight* has finished first." Lesley Stahl was substituting during the week for Dan Rather on the CBS program.

The week's prime-time lineup was heavy on movies that were low on ratings and shares. Of the week's 11 films, only three scored above a 25 share: ABC's *When She Was Bad* (16.7/28) and "An Unmarried Woman" (16.5/26) and NBC's "Airport '77" part I (15.8/26). Six brought in a 20 share or less: ABC's "FM" (9.6/18) and "Bad News Bears" (10.2/19) and NBC's *Death Penalty* (12.4/20), *Burnt Offerings* (20.4/18), *24 Hours of the Rebel* (7.9/15) and *Country Western Murder* (11.0/20). The week's remaining films were CBS's *Belle Starr* (13.7/23) and "I Never Promised You a Rose Garden" (13.3/22).

During the week CBS won Monday, Friday and Sunday; ABC took Tuesday, Thursday and Saturday, and NBC won Wednesday.

The First 20

1.	*M*A*S*H*	CBS	24.0/38
2.	*Diff'rent Strokes*	NBC	21.9/37
3.	*Hart to Hart*	ABC	21.6/37
4.	*Jeffersons*	CBS	21.3/34
5.	*Three's Company*	ABC	21.2/35
6.	*Too Close For Comfort*	ABC	21.1/34
7.	*Facts of Life*	NBC	20.9/34
8.	*House Calls*	CBS	20.4/32
9.	*Dukes of Hazzard*	CBS	20.3/37
10.	*Quincy, M.E.*	NBC	19.8/35
11.	*Trapper John, M.D.*	CBS	19.8/33
12.	*Alice*	CBS	19.6/32
13.	*Real People*	NBC	18.5/34
14.	*60 Minutes*	CBS	18.2/36
15.	*CHiPs*	NBC	17.9/31
16.	*Laverne & Shirley*	ABC	17.8/31
17.	*20/20*	ABC	17.4/31
18.	*Magnum, P.I.*	CBS	17.0/29
19.	*Bosom Buddies*	ABC	16.7/29
20.	*When She Was Bad* (movie)	ABC	16.7/28

The Final Five

61.	"FM" (movie)	ABC	9.6/18
62.	*NBC Magazine*	NBC	9.0/16
63.	*Two Reelers* (special)	NBC	8.9/17
64.	*24 Hours of the Rebel* (movie)	NBC	7.9/15
65.	*CBS Reports: The Best Little Statehouse in Texas* (special)	CBS	4.5/08

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

*Special temporary authorization

**Includes off-air licenses

■ Medallion Broadcasters Inc. for Sioux City, Iowa (E3226).

■ Horizon Communications Corp. for Topeka, Kan. (KF41).

■ Alascom Inc. for temporary fixed transportable, Alaska (KF74).

■ TCI Cablevision Inc. for Moberly, Mo. (KG59).

■ Brazoria Cablevision Inc. for Clute, Tex. (KG88).

■ Horizon Communications Corp. for McCook, Neb. (KG68).

■ Lehigh Valley Educational Television Corp. for Bethlehem, Pa. (WD77).

■ Western New York ETV Association Inc. for Buffalo, N.Y. (WE32).

■ New Castle Cable Communications Inc. for New Castle, Ind. (WG64).

■ Teleprompter Corp. for New Smyrna Beach, Fla. (WH46).

■ State University of New York for Buffalo, N.Y. (WP49).

■ Alascom Inc. for Point Hope, Alaska (E2270).

■ Cable Communications Equities Inc. for Ortonville, Minn. (E3095).

■ Cedar Vision Inc. for Hartington, Neb. (E3180).

■ Glenville Cablesystems Corp. for Glenville, N.Y. (E3169).

■ Edward Debartolo Corp. for Boardman township, Ohio (E3175).

■ Mid State Community TV Inc. for Burwell, Neb. (E3203).

■ Rube Cablevision for Edwards, Miss. (E3222).

■ Illinois Community Cablevision Inc. for Peotone, Ill. (E3225).

■ Warner Amex Cable Communications Inc. for Marks, Miss. (E3247).

■ University of West Florida for Pensacola, Fla. (E3248).

■ Lloyd's TV and Cable Co. for McGregor, Iowa (E3252).

■ American Cablevision of Carolina Inc. for Dunn, N.C. (E3255).

■ American Television and Communications Corp. for Monroe, La. (E3256).

■ Tele-Vue Systems Inc. for San Ramon, Calif. (E3260).

■ Liberty Communications Inc. for Harrisburg, Ore. (E3261).

■ Blue River Cablevision Inc. for Edinburgh, Ind. (E3266).

■ Kip-Lee CATV Inc. for Laporte, Tex. (E3270).

■ Sandoval County Cable Television Co. for Rio Rancho, N.M. (E3271).

■ Monmouth Cablevision Associates for Freehold, N.J. (E3272).

■ Hi-Net Communications Inc. for Benton, Ark. (E3288).

■ Hi-Net Communications Inc. for Norfolk, Va. (E3309).

■ Hi-Net Communications Inc. for Schenectady, N.Y. (E3311).

■ Continental Cablevision of Ohio Inc. for Mad River Township, Ohio (E3313).

■ Colorado Cablevision Inc. for Crested Butte, Colo. (KG64).

■ American Television and Communications Corp. for Englewood, Colo. (KG75).

■ Community Tele-Communications Inc. for Lander, Wyo. (KH55).

■ Lockhart Cable TV Service for Lockhart, Tex. (KH63).

■ Community Telecommunications Inc. for Sidney, Neb. (KH65).

■ Vumore Co. of Lufkin Inc. for Lufkin, Tex. (KH95).

■ Southern Oregon Cable TV for Klamath Falls, Ore. (KJ20).

■ Lamesa Cable TV Co. for Lamesa, Tex. (KJ58).

■ Cablecom-General of Altus Inc. for Altus, Okla. (KJ68).

■ Ashdown Cablevision Inc. for Ashdown, Ark. (KL71).

■ Valley Antenna Systems Inc. for Piqua, Ohio (WH22).

■ Martin County Cable Co. for Stuart, Fla. (WJ23).

■ Jones Intercable Cable TV Fund IX for North Wilkesboro, N.C. (WJ58).

■ Howard Cable Television Associates Inc. for Ellicott City, Md. (WK51).

■ Central Virginia ETV Corp. for Annandale, Va. (WK96).

Call Letters

Applications

Call	Sought by
	New AM's
WAJN	Cheatham Broadcasting Corp., Ashland City, Tenn.
WAMM	Dean-O'Connell Inc., Woodstock, Va.
	New FM's
KQST	American Aircasting Corp., Sedona, Ariz.
KSYZ-FM	Manchik Broadcasting Inc., Grand Island, Neb.
KCTM	Hispanic Media Enterprises Inc., Rio Grande City, Tex.
	Existing AM's
KAUL	KDXE North Little Rock, Ark.
KKIC	KBRJ Boise, Idaho
WMLI	WGUY Bangor, Me.
WMLX	WUBE Cincinnati
WWGT	WTCL Warren, Ohio
WLFF	WCAY Cayce, S.C.
WKGK	WIAJ Saltville, Va.
	Existing FM's
WKEA-FM	WCNA-FM Scottsboro, Ala.
KOKQ	KWLF Oakdale, Calif.
WOFF	WEBI Camilla, Ga.
WCJC	WORX-FM Madison, Ind.
WTHQ	WWJY South Bend, Ind.
WKTQ	WBRK-FM Pittsfield, Mass.
KKER	KDWZ Crookston, Minn.
WKZB	WDRU Drew, Miss.
WWNW	WKPS New Wilmington, Pa.
KLLS	KZZY San Antonio, Tex.

Grants

Call	Assigned to
	New AM
WSOL	Santee-Cooper Broadcasting Co., Elloree-Santee, S.C.
	New FM
WAXL	Beverly J. and Bert P. Peterson, Lancaster, Wis.
	New TV's
KFCB	First Century Broadcasting, Concord, Calif.
KLXV-TV	Donald B. Thomson, San Jose, Calif.
KEKR-TV	Choice Channel of Kansas City Inc., Kansas City, Mo.
	Existing AM's
WZIP	WELE South Daytona, Fla.
WLOH	WHOK Lancaster, Ohio
WPXZ	WPME Punxsutawney, Pa.
	Existing FM's
KSBT	KBCR-FM Steamboat Springs, Colo.
WNZE	WTCA-FM Plymouth, Ind.
WHOK	WHOK-FM Lancaster, Ohio
WPXZ-FM	WPME-FM Punxsutawney, Pa.

FCC figure fixes. Two markets—Toledo, Ohio, and Burlington, Vt.-Plattsburgh, N.Y.—were not included by the FCC in its listing of 1980 television market revenues and profits (BROADCASTING, Aug. 10) because one of the three stations in each market did not report. The commission now has those figures and has released them along with changes in the numbers for two other markets, Denver and Harrisburg-Lancaster-York-Lebanon, Pa. The figures for the four markets follow:

Market (number of stations reporting in parentheses)	Time Sales: Network 1980 ($000)	Network 1979 ($000)	Spot 1980 ($000)	Spot 1979 ($000)	Local 1980 ($000)	Local 1979 ($000)	Total broadcast revenues 1980 ($000)	Total broadcast revenues 1979 ($000)	Percent change in revenues	Total broadcast expenses 1980 ($000)	Total broadcast profit 1980 ($000)
Burlington, Vt.-Plattsburgh, N.Y.(3)	1,648	1,449	5,323	4,552	3,344	3,040	9,554	8,336	14.6	7,069	2,485
Denver (4)	2,307	2,192	45,073	38,467	41,599	38,119	74,839	64,491	16.2	39,807	35,132
Harrisburg-Lancaster-York-Lebanon, Pa. (6)	2,579	2,568	11,889	10,308	8,041	7,319	19,392	17,046	13.8	17,774	1,619
Toledo (3)	3,376	3,159	8,985	7,888	10,705	10,488	19,787	18,620	6.3	13,656	6,151